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<p>(54) Title: PIGMENT</p> <p>(57) Abstract</p> <p>The present invention provides a method of improving the pigmentation of fish flesh. Specifically, this is brought about through feeding the fish with both pigment and cholesterol, which are generally combined into a foodstuff. This addition of the pigments in the diet which results in a change in flesh colour, blood pigment levels and flesh pigment levels of the fish. Further, the uptake of pigment into the plasma and flesh is shown to be optimal when the feed contains a cholesterol level of between 1 and 3 percent. Such a method of enhancing the uptake of pigment by fish can be used on Atlantic salmon, rainbow trout, other salmonids, tropical fish and any other fish species where the pigment colour of either the flesh or skin is important.</p>		